USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/17 thru 05/23. (prices in dollars per carton)

Fri. May 17, 2013

	SHELL EGG NATIONAL SUMMARY												
			THIS	WEEK			PREVIO	US WEEK	(PREVIO	US YEAR	1
	Feature Rate	36.	.3% of 23	,200 stor	es	53	.6% of 2	3,200 sto	res	38	.1% of 22	2,500 sto	res
		X LA	ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LARGE		LAR	RGE
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
R	USDA GRADE AA												
E G U L A R	White 12 pack	10	1.79	1,250	1.02	200	1.97	2,290	1.19	30	1.36	790	1.18
	White 18 pack	50	2.25	270	2.65	10	2.25	250	1.82	40	1.97	160	2.32
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	0.99	3,100	1.30	20	1.24	1,300	1.09	140	2.06	3,260	1.10
	White 18 pack			380	1.97	10	1.59	540	1.94			860	1.90
	Brown 12 pack			60	1.77								
S P E C	USDA ORGANIC												
	White 12 pack							10	5.98				
	Brown 12 pack	80	3.57	710	4.00	20	3.49	220	4.39	20	3.14	400	4.61
	OMEGA-3												
	White 12 pack	270	2.51	1,600	2.64	160	2.52	5,470	2.32	360	2.58	760	2.31
	Brown 12 pack			20	2.00			130	2.99			50	2.99
A	CAGE-FREE												
î	White 12 pack			630	2.52			640	2.81			1,890	2.51
_ _	Brown 12 pack			1,090	2.71			1,320	2.94			2,230	2.56
Y	VEGETARIAN FED												
•	White 12 pack					10	2.49						
	Brown 12 pack			90	3.48	650	3.05	940	3.08	50	3.06	320	2.94

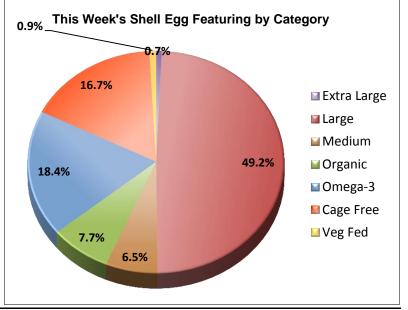
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/						
Regular	5,130	4,620	5,280	Large Eggs on						
Specialty	4,490	9,570	6,080	May-13-2013						
Total (includes MD)	10,290	14,340	11,680	405.3						
Special Rate 4/:	0.9%	8.1%	1.2%	down 13.3%						
E/.4 000/o of 20 dez coops										

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is slightly higher this week, even as many retailers focus their attention on cook-out items to coincide with Graduations and the Memorial Day holiday. The average price of Grade A, or better, Large white eggs is higher, however the frequency of "no price" promotions is limited and sporadic. Ads for Medium eggs are still showing up, however features of Extra Large eggs are very hard to find. Promotional activity for specialty shell eggs is not as active as a week ago. Omega-3 type egg promotions sharply decline, while other specialty types maintain a steady presence. Feature activity for liquid shell eggs is about the same as a week ago.





All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		E AST U.S. ,NH,NJ,NY,PA,RI,VT)			C,SC,TN,VA,WV	/)	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
eature Rate 1/ ctivity Index 4	Activity Index = 2,94	10 (includes Medium)		Activity Index = 1,54	0 (includes Med	lium)		ivity Index = 2,3	40 (includes Me	dium)		
CLASS			0/		-				LARGE		A 0 /	
F White 18 pack	<u> </u>	Price Range Stores A	vg 3/	Price Range Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	0.98	10	Avg 3/ 0.98	
MEDIUM	White 12 pack			White 12 pack				White 12 pack				
		1.88 10	1.88		0.99 - 1.59 1.77 - 1.88	790 1.30 150 1.79	0.99	10 0.99	0.78 - 1.59 1.88 - 1.98	920 140	1.22 1.98	
MEDIUM	White 12 pack White 30 pack	0.99 - 1.00 330	1.00	White 12 pack White 30 pack	0.98	20 0.98		White 12 pack White 30 pack	0.79 - 0.99	120	0.96	
DA ORGANIC White 12 pack Brown 12 pack	3.59 60 3.59	3.99 - 4.99 390 4	4.21		3.99	200 3.99	3.49	20 3.49	3.48 - 3.99	30	3.64	
White 12 pack Brown 12 pack	2.19 - 3.89 270 2.51	1.99 - 3.00 1,240 2	2.63		2.04 - 3.00	160 2.44			2.04 - 2.50	20	2.18	
White 12 pack Brown 12 pack		3.49 10 3	3.49		2.50 2.50 - 3.50	10 2.50 210 3.47			2.50 2.29 - 2.50	530 540	2.50 2.50	
White 12 pack Brown 12 pack			3.48									
octure Bote 1/	\	· · · · · · /			· ,			· · · ·	,			
				•	•		Ac	,	•			
White 12 pack White 18 pack	,	•	1.00	1.79 10 1.79 2.25 50 2.25	0.79 - 1.50 1.79 - 2.88	540 1.13 270 2.65			0.79 - 1.50	290	0.87	
MEDIUM	White 12 pack	1.99 10	1.99	White 12 pack	0.99 - 2.00	140 1.04		White 12 pack				
	,				1.49 - 2.50 2.50	280 1.51 70 2.50		,	1.49 0.98	70 10	1.49 0.98	
MEDIUM	White 12 pack White 30 pack	0.88 50 (0.88	White 12 pack White 30 pack				White 12 pack White 30 pack				
	·			·								
Brown 12 pack					2.99	20 2.99			2.99 - 3.99	70	3.33	
White 12 pack					2.50 - 3.00	100 2.89						
					2.99 2.99	10 2.99 20 2.99			2.50 2.50 - 2.99	70 110	2.50 2.69	
GETARIAN FED White 12 pack Brown 12 pack											2 of 3	
	White 12 pack White 18 pack Brown 12 pack White 18 pack White 18 pack White 18 pack Brown 12 pack White 12 pack White 12 pack Brown 12 pack White 12 pack Brown 12 pack White 18 pack Brown 12 pack White 12 pack Brown 12 pack White 12 pack Brown 12 pack	CT,DE,MA,MD,ME seature Rate 1/ Ctivity Index " CLASS Price Range Stores Avg 3/ White 12 pack Brown 12 pack SETARIAN FED White 12 pack Brown 12 pack White 12 pack Brown 12 pack SETARIAN FED White 12 pack White 12 pack Brown 12 pack White 12 pack Brown 12 pack White 12 pack Brown 12 pack White 12 pack White 13 pack Brown 12 pack White 14 pack Brown 12 pack White 15 pack Brown 15 pack White 16 pack Brown 15 pack Brown	CT_DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT 50.4% of 4,600 sampled outlets Activity Index = 2,940 (includes Medium)	CT_DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT	CT.DE.MAND.ME.NH.NJ.N.Y.PA.RI.VT	CT_DEMA, MD_MEN, HN_NN_YPARI_VT CAL_FL_GA, MN_NC_SC_TN_VA_W	CTDE MAND/MENHALINY PARILYT CALE CA	CT.DE.MAM.DME.NH.NJ.NY.PA.RI.VT CALFL.GA.MS.ND.GS.TINA.WW Citivity Index * S.0.4% of 4.600 sampled outlets	CT.DE.MAMD.MEN.HN.NY.PARIVT CALFLE.AMS.NCS.CT.NV.AWV CALFLE.AMS.NCS.CT.NV.AWV CALFLE.AMS.NCS.CT.NV.AWV CALFLE.AMS.NCS.CT.NV.AWV CALF.NCA.MS.NCS.CT.NV.AWV CALF.NCA.MS.NCA	CTOEMANDMENINNYPARIUT IALELSAMBNIS.SCITNVAW IALINKYMIMNNDNEONE.ORD	CLIPS	

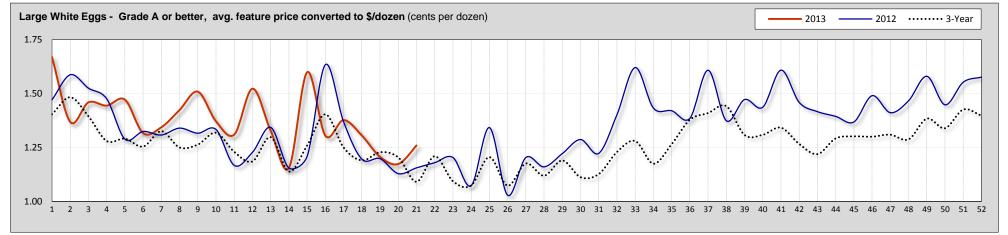


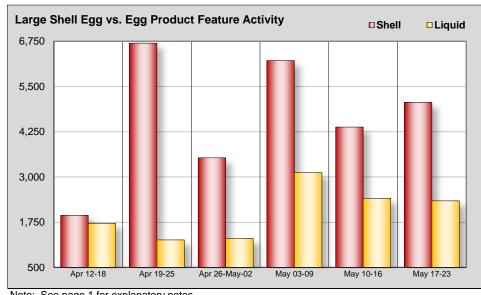
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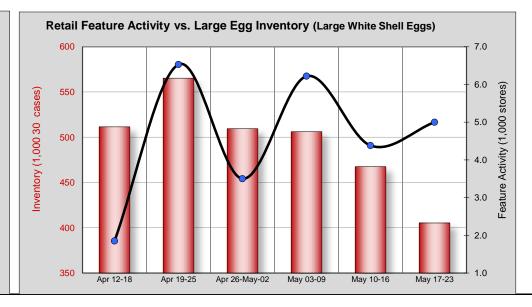
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/17 thru 05/25.

(prices in dollars per carton)	(prices	in	dollars	per	carton))
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EGG	THIS	LAST	LAST	NORTH	IFAST	SOUTH	IEAST	MIDW	/FST	SOUTH C	FNTRAI	SOUTH	WEST	NORTH	WEST
PRODUCTS	WEEK	WEEK	YEAR	NOKII	ILAGI	30011	ILAGI	IVIIDV	LOI	3001110	LITTICAL	300111	WEST	NORTH	WEST
1/ Feature Rate	11.1%	8.9%	2.9%	14.0% of 4,6	00 sampled	24.1% of 6,1	00 sampled	3.2% of 4,20	00 sampled	1.6% of 4,20	00 sampled	9.1% of 2,90	0 sampled	0.0% of 1,20	0 sampled
2/ Activity Index	2,340	2,410	1,380	Activity In	dex = 710	Activity Inc	dex = 1,260	Activity Ir	ndex = 40	Activity Ir	dex = 70	Activity Inc	dex = 260	Activity In	ndex = 0
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/										
14-16 oz. crtn	1,700 2.03	1,750 2.57	760 2.58	2.00 - 3.00	320 2.66	1.66 - 2.50	1,260 1.81	2.49 - 2.59	40 2.58	2.59	70 2.59	3.49	10 3.49		_
32 oz. crtn	570 4.49	260 3.98	330 4.67	3.99 - 4.99	320 4.88							3.99	250 3.99		
3 - 4 oz. cup	70 2.50	400 2.81	290 2.50	2.50	70 2.50										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.